

Gone with the Wind...

...canvas,
perhaps, but
not the picture
when you use
argoflex



◀ **HOW NOT TO TAKE IT.** When you have to glance from object to finder—and vice versa—you can cut off the best part of your picture. The Argoflex method prevents cropping, tilting.

▲ **HOW TO TAKE IT.** The Argoflex method puts a new sense of certainty in all your picture taking. Your Argoflex view finder tells you: "Snap NOW!" and you get what you see.

One fleeting second and a sail and a picture are gone with the wind. For pictures like this, when quick action counts, the *twin-lens* Argoflex is ideal. It is fast to sight. The big, full-size view finder assures that. Composition is aligned in a jiffy—because you see the picture as your Argoflex will take it.

You can follow the action by simply looking in your view finder instead of at your subject. You bring your subject into sharp, clear focus with a twist of the wrist. When your view finder shows you the picture you want, snap it—and you've got it!

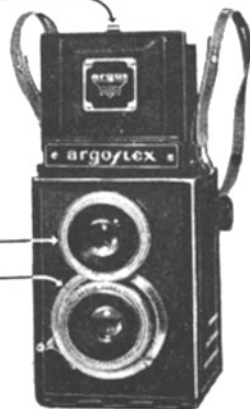
See this new twin-lens Argoflex at your camera store today. And as you turn that coupled focusing ring and watch the image sharpen in the view finder, remember that here in your hand is the camera you can count on for pictures you'll be proud of—both color and black and white.

ARGOFLEX MEANS: 1. Better composition, with no cropping; 2. Better framing, with no tilting; and, 3. Exact focusing, with no blurring. All because Argoflex method shows you the picture *before* you take it, and *while* you take it. Film size: 120 or 620. Shutter speed up to 1-200th. Lens: f 4.5. Coated, of course. Focusing range: 3½ feet to infinity.

*Reg. U. S. Pat. Off.

Actual size view shows here. You see what the camera takes

Synchronized matched lenses one focuses the other "takes" the picture



America's First Twin-Lens Camera